

A REVIEW LITERATURE ON UNIVERSITY SOCIAL RESPONSIBILITY INITIATIVES IN THE GLOBAL CONTEXT

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Abstract : Social responsibility is gradually considered as an essential aspect of the higher education system, mainly for the universities. Some Universities are addressing important practical issues of the economy towards enhancing skills of young minds, giving them practical orientation, making them conscious of their responsibility towards society and finally leading to community empowerment. The experts from Europe, Africa, North America, Latin America and Asia concluded that the social responsibility of specific universities should be fostered promoting the preparation of specific Social Responsibility programmes at institutional level, including three main dimensions: social, economic and environmental. University Social Responsibility (USR) plays a roadmap which gives a vision to universities for developing solutions of economic, social, and environmental problems in society. The purpose of this paper is to review the literature on University Social Responsibility Initiatives in the global context and concludes that a university has three missions- Teaching, Research and USR (University Social Responsibility) but the broadcasting of sustainability reporting is still at an early stage in universities. Universities need to consider publishing more information on the social and educational dimensions. Universities tackle several reasons that slow down their performance of social role. There are some important barriers to implement in sustainability practices in higher education, such as the resistance to change, the lack of support from university administrators, the lack of specialization in sustainability by faculty or the lack of financial resources. Although many universities are undertaking social responsibility initiatives seriously through their centres with focus on these various fields like volunteer programs, Biodiversity, , carbon, energy , transport, waste and water management, Blood donation camps, conferences, workshops, internships etc.

Keywords: USR (University Social Responsibility), QA (Quality Analysis), HEI(Higher Education Institutions), CE (Community Engagement), CSR (Corporate Social Responsibility), ESV (Employer supported volunteering), SD (Sustainable Development), CE(Community Engagement)

I. INTRODUCTION

We cannot always build the future for our youth, but we can build our youth for the future.” ~**Franklin Delano Roosevelt**
Being socially responsible is very important in today’s world and it is the duty of every individual or organisation to act for the benefit and development of the society and the environment because the revenue is earned only from the society and the environment so consequently it should be given back. Social responsibility is gradually more considered an essential aspect of the higher education system, mainly for the universities (Ruxandra Vasilescu.R.et.al. 2010). Many UK institutions of higher education are taking the issue of corporate social responsibility and sustainable developments seriously. (Idowu.O.S., 2008) Being a responsible University, it should make every effort to give back to the community through regularly organized social responsibility initiatives by management, staff and students. Universities almost fulfil their responsibility of educating youth and developing research (MartíNoguera, et al. 2017). Yet, to the above two missions of universities is added a “Third Mission”, in which the universities engage with society (Howard and Sharma, 2006).

It is also a requirement for Universities to contribute to the promotion of CSR, resulting in graduates as future manager and through clearly defined histories and traditions universities can empower the society (Mehta 2011). Young people formation also means making a high level of awareness concerning to involve members of society in finding social issues. (Marinescu.P.et.al, 2010) University social responsibility was found to be have a significant alliance with university reputation (Aamir.et.al.,2014) and community development, such as free tuition and scholarships which became part of the university’s marketing initiatives. (Othman. R., and Othman. R., 2014). Some Universities are addressing important practical issues of the economy enhancing skills of young minds, giving them practical orientation, making them conscious of their responsibility towards society and finally leading to community empowerment. Social projects gives an understanding to students to solve current problems by various “levels” of authorities, they get familiar with mechanisms of taking administrative solutions, principles of interaction with expert structures Yarullin Ilnar Fagimovich. I.Y. and Gabelbakieva.R.G.(2015), The studies on University Social Responsibility so far were taken up outside India hence this study becomes a valuable assessment in the Indian context.

Most institutions of higher education in the UK are conscious that they owe some responsibility to all their stakeholders and are motivated to demonstrate this awareness in various ways. These institutions consider being their corporate social responsibility have been grouped under different headings; some of these aspects are common to them whereas a few are unique to certain universities. The following are the general headings:

- Widening Participation
- Developing and communicating performance on sustainable developments
- Contributing both to national and international systems of university education
- Managing the economic, social and environmental impacts of their activities
- Take into account the interests of all stakeholders and act as good citizens
- Responding to social needs in terms of Education and Innovation

- Engagement with Corporate bodies through Staff
- Providing a more effective Community Service
- Challenging, Inspiring and Supporting Students to Grow
- Sustaining and adding value to country's culture, economy and the natural environment
- To manage and govern itself with responsibility and sensitivity

Many UK institutions of higher education are unit taking the difficulty of corporate social responsibility and sustainable developments seriously. (Idowu.O.S., 2008)

The experts from Europe, Africa, North America, Latin America and Asia concluded that the social responsibility of specific universities should be fostered promoting the preparation of specific Social Responsibility programmes at institutional level, including three main dimensions: social, economic and environmental (Report 2010) CSR practices of universities of Saudi Arabia remain focused on social dimension of CSR because Saudi universities do not fully understand the concept of CSR, which has been attributed as the main reason for the focus of their policies on social dimension and Companies has now realized the need for expanding the scope of their projects to higher education as to meet the future social, economic and environmental needs of the company. (Alharthey.K.B.2016)

In 2000, the UK Prime Minister pledged that employers should be encouraged to release staff for 1 day a year to undertake volunteering activity. Many and varied programmes are being set up to assist employees to volunteer, whether during work hours or in their own time, this was called employer supported volunteering (ESV). (Bussell.H., and Forbes.D.,2008) and through promoting sustainable development practices in the management at higher education institutions, universities can exhibit their commitment to social responsibility practices(Chen.H.S. et.al., 2015)

University can be a social institution that promotes the construction of social spaces agreed to social and environmental sustainability. University students display a high frequency of socially responsible behaviors but not a more pro social intentionality in these behaviours (Noguera. M.J.J.et.al. 2014). University Social Responsibility is a likely route for the purpose of an institution more committed to social and environmental sustainability. It has an adequate social acceptance, the intellectual and technical capacity and human resources to operate social projects (Lopez.G.S.et.al. 2015)

A diverse institutional set-up, a committed leadership as well as alliances with particular bridging organizations such as the Regional Centres of Expertise on Education for Sustainable Development are only a few of the factors that can be facilitative for sustainable development.(Sedlacek. S. , (2013)

The broadcasting of sustainability reporting is still at an early stage in universities, University leaders and champions need to consider publishing more information on the social and educational dimensions (Lozano.R 2011) Students are more aware of university USR activities than their parents because of online media and university road shows at their schools so it requires more careful marketing communications to fully inform stakeholders about the whole

USR can contribute to competitiveness and it helps produce better, more socially responsible graduates. Plungpongpan.j.et.al.(2016). The general concern about SR is increasing, especially in young people, which might lead to greater adoption of reporting standards among Higher Education Institutions. . For stakeholders, Social Responsibility is a tool to compare Sustainable Development activities among different universities and may aid in selecting the best universities for funding. (Alonso-Almeida M.M. 2015)

The ministry of education in Thailand enacts USR as a duty, and USR is specified as part of the QA components. Educational organizations could apply these USR activities to strengthen their brand images. Plungpongpan.j.et.al.(2016), There is a direct and positive relationship between the USR and the students' satisfaction. USR is like a roadmap through which HEI can make a difference to the social and economic well-being of their communities through teaching, research, and public events and activities. Universities have to use a long-term horizon perspective and involve all stakeholders in their strategy development, especially students. On the one hand, graduates are learning to exercise ethical, social and environmental responsibility. On the other hand, research is making a positive different to society and corporate governance is balancing efficiency with opportunities to create social and environmental benefit. USR efforts are focused on making a difference to society. Responsible Universities are committed to supporting everyone at the institution to have a positive impact on the environment, on society and, to create a sustainable future (Sánchez-Hernández.I.M and Mainardes.W.E.2016) Sustainability reporting practices worldwide, environmental issues receive strongest emphasis in Germany and Austria. Germany and Austria show limited scope on social issues but take revolutionary positions considering the performance of educational disclosure (Lopatta.K. and Jaeschke.R. 2014), several universities have formed a social report and there were few social and environmental aspects disclosed and the main difficulty in the development of social reports was the lack of systematic collection of non-financial information within the university (Sordo.D.C.et.al.2016).

D.T.L. Shek et al. (2017), studied on USR Network:

A Platform to Promote University Social Responsibility with the importance of University Social Responsibility (USR) and the emergence of such an initiative. University Social Responsibility Network (USRN) initiated by The Hong Kong Polytechnic University. USR, specializing in the alignment between educational practice within the universities and also the social desires. University Social Responsibility Network (USRN) was established in 2015 based on the belief that universities have an obligation to work together to address societal challenges and find solutions so as to make the world more just, comprehensive, peaceful and sustainable. There are several missions of the USRN. First, it provides a platform for the exchange of ideas, resources, policies, practices, problems and solutions to promote USR among the Network members. Second, it develops cooperative USR projects with varied scope and scale among the Network members. Finally, it steers and contributes to the global discussions and development of USR through networking and partnership within the Network, and with other networks and alliances. In the institution stage, fourteen universities joined the network as the founding members. They were (in alphabetical order), Beijing Normal University (China), Clare Hall, University of Cambridge (U.K.), Kyoto University (Japan), Peking University (China), Sichuan University (China), The Hong Kong Polytechnic University (Hong Kong, China), The University of Manchester (U.K.), Tufts University (U.S.), University of Haifa (Israel), University of New South Wales (Australia), University of Pretoria (South Africa), University of Sao Paulo (Brazil), Washington University in St. Louis (U.S.), Yonsei University (Korea).

Universities should fulfill their social responsibility by covering a number of social responsibility initiatives that should be on their website also. At the institutional level, the mission must reflect the institution's commitment to its community, including key concepts such as sustainable development, human development and social responsibility. The mission ought to be designed and reviewed supported the current and future desires of society. Universities shapes a student's mind about their social responsibility towards society and the environment so that they can become well-educated social beings. With this USR concept, Universities can promote ethical behavior and raise awareness about major challenges faced by the society

II. CONCEPT OF SOCIAL RESPONSIBILITY

Social responsibility is an [ethical](#) framework and suggests that an [entity](#), be it an [organization](#) or [individual](#), has an obligation to act for the benefit of society at large. Social responsibility is a duty every individual has to perform so as to maintain a balance between the economy and the ecosystems. The concept Social Responsibility (SR) currently occupies an increasingly important part, and it has become part of the global discussion about competitiveness and sustainability in the circumstance of globalization

ISO 26000 addresses seven core subjects of social responsibility (SR) promoting sustainability in:

1. Organizational governance;
2. Human rights;
3. Labor practices;
4. The environment;
5. Fair operating practices;
6. Consumer issues; and
7. Community involvement and development,

and seven key principles in: (1) accountability; (2) transparency; (3) ethical behavior; (4) respect for stakeholder interests; (5) respect for the rule of law; (6) respect for international norms of behaviour; and (7) respect for human rights.

For giving ratings on Social Responsibility to Universities, there is a QS Stars ratings system which includes some criteria based on Social Responsibility:

1. Community Investment and development (20 points)

This award full point for social responsibility to universities which invest 1% of their turnover, or US\$2 million, in community projects within 200km of an affiliated campus

2. Charity Work and Disaster Relief (10 points)

Universities that donate as much as US\$2 million or 1% of their annual turnover to national or international causes and charities will receive a top score in this area

3. Regional Human Capital Development (10 Points)

4. Universities with a high score in this area are likely to have a strong regional community that students wish to develop and be a part of – to the betterment of that region's economy. If this proportion lies at 50% the institution in question receives top marks, with points awarded on a scale down to 30%.

5. Environmental Impact (10 Points)

The importance of impacting positively on the environment is greater than ever before, particularly within educational institutions focused on developing the next generation of leaders and industry experts. To be awarded full points for environmental impact, universities must offer each of the following: a sustainability webpage, an energy conservation program, a water conservation program, a recycling program and a transportation policy.

III. CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY

Definitions of CSR

Corporate Social Responsibility means corporate at its social front and how corporate manage their business processes to produce an overall positive impact on the society. (Dalei P. and Dalei P, 2011)

According to Bowen, "CSR refers to the obligations of businessmen to pursue those policies to make those decisions or to follow those lines of relations which are desirable in terms of the objectives and values of our society."(Bowen.R.H,1953)

The World Business Council for Sustainable Development (WBCSD) provides that "Corporate social responsibility is the commitment of business to contribute to sustainable economic development, working with employees, their families, the local Community and society at large to improve their quality of life".

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable — to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called [corporate citizenship](#), companies can be conscious of the kind of impact they are having on all aspects of society including economic, social, and environmental. To engage in CSR means that, in the normal course of business, a company is operating in ways that enhance society and the environment, instead of contributing negatively to it.

CSR as source of sustainable socioeconomic welfare, it has a great potential to contribute to marketing of university academic curricula. (Vázquez. L.J.et.al (2013)

IV. CONCEPT OF UNIVERSITY SOCIAL RESPONSIBILITY (USR)

University Social Responsibility is a new concept launched in 2008 and now spreading throughout institutions of higher learning around the world. In the beginning of 2009, University Social Responsibility Alliance held the 1st University Social Responsibility International Conference to set forth and explain this new concept of USR to all interested universities. Prior to CSR, USR will have already engrained every university student with the desire and goal to be completely socially responsible. USR will represent a shining hope for universities by which they will be assisted and supported in the accomplishment of their new and radical social responsibilities USR revolution will require fundamental changes in our education, economic and social structures as well as our belief systems. University Social Responsibility Alliance incorporates multiple models for utilizing the Alliance and linkage to universities that have expressed interest in finding solutions for sustainable development. USR's foremost belief that we must all work together to save the world. (Sawadikosol.S., 2009) Final Report on the 2009 World Conference on Higher Education (WCHE), held under the overarching theme of The New Dynamics of Higher Education and Research for Societal Change and Development (UNESCO, Paris, 5-8 July) summarized the past successes, current challenges and future

objectives of higher education in the twenty first century and concluded that through partnership and good governance, under a layer of social responsibility, higher education can offer solutions to the greatest challenges of the twenty-first century challenges. This conference reconfirmed higher education's importance to a world that is accelerating through a new century. USR is a duty. Students are more aware of USR activities than their parents through online media and university road shows. (Plungpongpan. J. et.al, 2014). Universities are increasingly regarded as playing a broader role than fulfilling the responsibility of educating youth and developing knowledge.

The quickly ever-changing environment that universities operate in needs institutions to have interaction a lot of in causative to the betterment of society through the combination of social responsibility into institutional management, teaching, research, services and public activities. University Social Responsibility (USR) extends the normal mission of universities in associate in nursing endeavour to develop solutions for economic, social, and environmental problems in society. Based on the idea that universities have obligation to figure along to handle the economic, social, cultural and environmental challenges in the world and to find solutions so as to make our world a lot of simply, inclusive, peaceful and sustainable, the **University Social Responsibility Network (USRN)** was established in 2015, bringing together a group of thought leaders to exchange concepts, resources, practices of varied scope and scale to steer global discussion and development of USR in higher education.

IV. RELATIONSHIP AMONG SR, CSR AND USR

The concept of Social Responsibility was in the form of Philanthropy in previous time but with the time it has been changed and became a concept CSR- Corporate Social Responsibility. In simple words giving hungry man a fish is charity where as making a person skilled in catching the fish is philanthropy and CSR is an extension of philanthropy because unlike CSR philanthropy does not cover all aspects like attitude towards employee, environment, community & society at large. Corporate social responsibility limited to corporate only while University social responsibility include all stakeholders like organisations, government, students, parents, suppliers etc. So it has become important concept for the community development. Social responsibility implies that individuals and firms have a obligation to act within the best interests of their environments and society as a full. Social responsibility, as it applies to business, is known as [corporate social responsibility](#) (CSR) and if university takes initiatives towards society and environment for the community development it is known as University Social Responsibility(USR).

V. USR INITIATIVES

The strategic approach, and collaborative learning have directed to many on-going Sustainable Development projects within the University of Maribor like Building in solar cells and the selling of redundant energy, Using thermostatic radiator valves, Promoting healthy food, Offering free workshops and seminars about Sustainable Development, Preparing events e.g. Earth Day, World Water Day, Development of education centre for SD, Integrating of SD issues into curriculums and development of SD modules. The main goal of the university is to improve its interaction with all the stakeholders by implementing a strategic approach towards extending collaboration with them and by clarifying the interconnectedness of economic, environmental, and social issues and policies. (Lukman.R.et.al., 2009)

Community Engagement can be seen as the Higher Education Institution version of CSR. Traditionally, Teaching & Research were seen as the core function of a university but now Community Engagement is commonly accepted as the third core function. CE allow the universities to use its expertise to contribute meaningful to the development challenges of our country. University can perform its functions in more meaningful way that will ultimately benefit society. only a few universities in South Africa have CE policy and effectively implemented and there is need for a clear definition of the concept as well as the introduction of the tools regarding its evaluation(Snyman.L.,2014). At Romanian University Students have involved in all specific Social Responsibility areas like tree planting, park fittings and cleaning, or waste recycling, helping those in need, involvement in professional training workshops, labor mediation services, professional groups and university fairs which maintain the level of trust and satisfaction of students.(Burcea., and Marinescu.,2011)

Educational institution can do better than government adopting CSR to help the poor tribal children. Kalinga Institute of Industrial Technology (KIIT) KIIT proved this through contribution like :

- For sick children there is provision for special diet and doctors round the clock.
- 4 large play grounds and separate gymnasium
- An RO water filtration plant which supplies 100,000 liters of potable water daily.
- A fully mechanized modern stem-based kitchen which serves 45,000 meals per day.
- Health Insurance for students
- 1500 students every year pursue their higher professional courses in different Schools in KIIT University.

It can make to help tribal children in need in India.. KIIT's vision is to help people live better lives. It does this every day by providing a free education (Kandel.K.B., and Das.S., 2013)

USR initiatives by some Universities worldwide-

1. University of Florida

UF established a Center for Leadership and Service to organize and support individuals who wish to participate in community service. The university's Students can volunteer in various community based programs and get involved in workshops and conferences aimed at improving the society.

2. University of California

The Public Service Center of the university was set up in 1967 to help students become productive members of the community. At this center, students can take part in various community-based programs, internships, volunteer programs, etc. to explore social issues, promote equity and social justice, educate and serve others.

3. University of Aberdeen

This university is doing social responsibility initiatives in these fields: Biodiversity, buildings, carbon, energy, procurement, sustainable IT, transport, waste and water in sustainability. The University has extensive recycling facilities around campus, and

has contracts in place to recycle a wide variety of materials. Secure paper disposal and recycling consoles are distributed across campus

4. University of Wisconsin

The university has established the Morgridge Center for Public Service which aims to explore and tackle various issues in the society. Students studying at this renowned university can take part in different volunteer programs and community service. The center has partnered with leading organizations to develop programs that enhance learning and promote a democratic society. Some of the values and operating principles of the center include community based learning, active citizenship, innovation, diverse perspectives.

5. University of California

UCLA students can look forward to an enriching educational and social experience. The university has set up a Volunteer Center keeping in mind its mission to give back to the community. This Center was established to create social change and enable students to engage in community based programs. Students can volunteer for different programs, take part in service projects and organize various social events.

6. Ohio State University

The university has also established an Office of Outreach and Engagement. This office promotes community building and service-learning opportunities. Students can help give back to their community and help the underprivileged through various programs. These programs are designed to directly benefit the public.

7. Arizona State University

Arizona State University's commitment goes beyond academic services and focuses on community development and social building. ASU's students can look forward to a sound academic experience and also connect with the local community through volunteer programs. ASU's Community Connect portal has been set up to support partnerships with the communities in surrounding areas and promotes positive social change. Community capacity building, teaching and learning, research and discovery, economic development and social development are the key factors that drive Community Connect. ASU has earned a Carnegie distinction for community engagement.

8. University of Virginia

"Learning in Action" is the University of Virginia's initiative which focuses primarily on community building. The department aims to connect students and community to promote community engagement. The University of Virginia has taken learning beyond classrooms and has encouraged students to collaborate with organizations involved in public service. Students can promote different causes that benefit the public such as global health, fund-raising, research, etc.

9. Cornell University

Cornell has also acquired recognition for its contributions to community service, social mobility and research. The Cornell Public Service Center was set up in 1991 to engage students and communities. Through this center, students can get involved in different volunteer programs, leadership programs, service-learning programs, and community work studies. Early College Awareness, Big Red Buddies, Language Pairing Programs and Students Against the Sexual Solicitation of Youth are a few popular programs to look out for at Cornell.

10. George Washington University

The university is also committed to bringing positive social change in the community through its Center for Civic Engagement and Public Service. This Center helps students take part in community building programs. Students can gain valuable experience and learn to serve others and educate them on various social issues.

11. The Manchester University

We make a significant contribution to our communities and society as a whole through our research, our education and a wide range of activities undertaken by our staff, students and alumni. We're committed to supporting everyone at the University to have a positive impact on the environment and to create a sustainable future. Our research is making a positive difference to society, addressing the major challenges of the 21st century. Our [Ethical Grand Challenges](#) enable all our undergraduates to tackle and understand problems relating to equality and diversity, sustainability, ethics and social justice.

12. Georgetown University

In 2001, Georgetown University opened its Center for Social Justice Research, Teaching and Service (CSJ). This center aims to integrate community-service, research and teaching by bringing together students and diverse communities. Students can gain rich experience through various volunteer programs and internships.

13. Tufts University

The university also has an Office of Community Relations which focuses on creating a bridge between students and the local communities of Somerville and Chinatown. Students can work with various organizations, make resources available to the community, organize fund raisers, concerts and exhibits and promote the community's well-being. Tufts University is dedicated to bringing social change and helping students become aware of social issues and give back as educated citizens of the society.

14. Emory University

Emory University is a renowned institute which plays an active role in organizing public service campaigns. Students enrolled at this university can take part in community building through its Center for Community Partnerships. This office was created to promote civic engagement, learning and service. Students can work with different organizations that support community-building. Emory has always been an advocate for social change and believes in strengthening the society through its volunteer programs and peace initiatives. The Corporation for National and Community Service (CNCS) awarded Emory University with the 2008 presidential award for General Community Service.

15. Tulane University

The Center for Public Service was established to facilitate community-building and address social change. Students are encouraged to take part in various learning, research and volunteer programs. In collaboration with various non-profit organizations, students can directly impact the community through outreach programs. These programs provide students with a sense of social responsibility and enable them to understand key issues faced by the society.

16. Gonzaga University

Gonzaga University has set up a Center for Community Action and Service Learning (CCASL). Students can take part in various programs and volunteer for work in homeless shelters, low-income schools and family support centers. This University believes in providing students with the opportunity to help others and bring around positive change in local communities.

17. University of Michigan- Ann Arbor

It has also developed a Public Service Intern Program which helps talented students secure internships in leading organizations, government, non-profit groups, museums and arts organizations, judicial offices, and lobbying groups. Students are encouraged to gain social exposure while studying at Michigan.

18. University of Washington

The University of Washington strongly believes in community development and social services. For this purpose, the university established the Carlson Leadership and Public Service Center. This center focuses on developing service-learning and community-based participatory research. Students can deepen their understanding of social issues and promote positive changes in the community.

19. Alliance University

Alliance University, Corporate Social Responsibility department aspires to become a Centre of Excellence through a series of collaborations with NGO'S and government agencies for CSR projects on thematic areas such as health, education, environment livelihood, natural resource management, and the preservation of traditional arts and culture and community development. Alliance University empowers students by providing opportunities to participate in social outreach programs of the University so as to enable them to serve the underprivileged section of the society, and enhance their quality of life by willingly contributing skills and knowledge.

20. University of Texas

Students here can participate in various social service programs and projects. The Bernard and Audre Rapoport Center for Human Rights and Justice at UT focuses on the practice of human rights and social justice. On the other hand, UTs Lecture Series has been set up to highlight important social concerns such as global warming and poverty.

21. University of North Carolina at Chapel Hill

UNC has expanded its services to include public services as well. Its department for public service allows students to connect with community members through education, teaching and research

22. University of Illinois Urbana-Champaign

UI has gained recognition for not only its academic services, but also its social service and volunteer centers. Students are encouraged to develop a sense of social responsibility and give back to their community. The University has partnered with numerous non-profit organizations to develop programs for public engagement and education. UI has also become a major recipient of the National Institutes of Health grants and funds.

23. University of Minnesota Twin Cities

University of Minnesota's Center for Community-Engaged Learning is dedicated to getting students involved in the local communities. The center offers a wide range of opportunities that include volunteer programs, service-learning programs, internships, and more. UM has partnered with over 200 non-profit organizations to address the social challenges faced by people today.

24. Pennsylvania State University

Pennsylvania State University follows its motto of "making life better". This University is popularly known for its global programs which help students pursue opportunities to explore the world through public service. Students can travel to different destinations across the globe to address social challenges, educate communities about health problems, initiate rural development programs, etc. Penn State is among the few universities which have extended its community learning initiatives across national boundaries.

25. University of Maryland, College Park

With a strong focus on community building and public leadership, the University of Maryland has developed the College Park Scholars program which is geared towards helping students engage in community development and volunteering. Students can directly participate in programs and pursue exciting career opportunities. Some of the main objectives of this program include exploring leadership roles, forming an ethical vision, improving communities on a global scale, addressing public matters and conducting research.

26. American University, Washington

The university follows its principle of preparing students for careers and helping them develop into ethical and socially responsible citizens. American University's Center for Community Engagement and Service supports opportunities that are geared toward service projects and community-based programs. Students can gain experience and help fellow citizens through learning programs.

27. Northwestern University

Northwestern University is a popular academic institute that provides educational services and encourages students to become more socially responsible. Its Center for Student Involvement is all about service opportunities and engaging students in diverse service projects. These projects allow students to communicate and bond with members of the community, develop leadership skills and give back to the community.

28. Westminster University

This university incorporates three key themes in CSR activities : Leadership, The Community and The Environment.

1. Leadership

- University celebrate equality and diversity, cherish culture, embrace difference and individuality and promote well-being
2. The Community
 - University is proud to work together with communities at a local, national and global level.
 1. [Student Volunteer Programme](#) (Each year, hundreds of Westminster students volunteer to support charitable causes that matter to them)
 3. The Environment

The University is addressing the everyday issues of environmental sustainability by understanding impacts and measuring the results. University have been making great strides towards reducing the environmental impact of campus operations and activities. From incorporating sustainability into procurement to supporting staff and student led projects, sustainable practices and policies are building up across the University. The Sustainability Team is open to receive ideas that conform with the Sustainability Key Performance Indicators and sponsor sustainability projects. One of the core key performance indicators used within the university is the Carbon Footprint Report, which is measured on a regular basis. The Environmental Sustainability agenda is reaching out to an evolving culture and striving to meet the demands of today. After a rigorous analysis of environmental impacts and business risks from the ever-changing environment we live in, the University has committed to developing an Environmental Management System (EMS) in line with [ISO 14001](#). Through this systematic approach, the University can remain obedient with applicable environmental legislation and better manage its environmental impacts.

29. Chitkara University

The Chitkara University believes in giving back what it has gained from the communities. Chitkara University brings Corporate Social Responsibility to life in impactful ways. The Center's trademark of "social responsibility" goes beyond general notions attributed to charity; rather it uplift the decorum, efficiency and sustainability of people and communities around us.

USR Initiatives at Chitkara University:

- [NSS volunteers attend adventure camp](#)
- [NSS department organises an event 'Run For Freedom' with an aim to commemorate India's 72nd Independence Day](#)
- [The NSS department of Chitkara University organises a 7-Day NSS camp with the aims to sensitizing NSS volunteers](#)
- [Chitkara University celebrates 4th International Yoga Day – 2018 with great enthusiasm at the campus.](#)
- [National Service Scheme Department celebrates National Anti-Terrorism Day 2018 at Chitkara University](#)
- [Blood donation camp organised by NSS Department and Seagulls Activity Club of CBS](#)
- [NSS department organises an Oath-Taking Ceremony on Drug Abuse Prevention on the occasion of Martyrs' Day](#)
- [NSS department organises a visit to Government Elementary School, Ramnagar on the World Water Day](#)
- [Delegates from Andhra Pradesh for Youth Exchange Programme under Ek Bharat Shrestha Bharat Programme](#)

31. University of Phoenix

We're giving back in your community through education-related philanthropy and volunteerism. Through our Corporate Social Responsibility office within University of Phoenix, we have exciting opportunities to create advantageous partnerships and relationships while making a tangible impact on our local communities. Helping to ensure healthy, vibrant and prospering communities is good for our employees, their families and our neighbors.

VI. CONCLUSION

University has three missions- Teaching, Research and USR (University Social Responsibility) but the broadcasting of sustainability reporting is still at an early stage in universities. University leaders and champions have to be compelled to consider publishing more information on the social and academic dimensions. Universities tackle several reasons that slow down their performance of social role. There are some important barriers to implement in sustainability practices in higher education, such as the resistance to change, the lack of support from university administrators, the lack of specialization in sustainability by faculty or the lack of financial resources. Although many universities are undertaking social responsibility initiatives seriously through their centres with focus on these various fields: Biodiversity, buildings, carbon, energy, , transport, waste and water management etc. Universities tackle several reasons that slow down their performance of social role. These comprise the weakness of the culture of SR and its confined to charity works, lack of internal organization of SR in the organizations, the weakness of the culture of giving and also the commitment to ethics for development and also the absence of specific measures of SR. Universities attach very little importance to online speech act of specific information concerning USR. As universities has great influence in society, the growing importance of Social Responsibility has made it necessary for every university to use international benchmarks as standard to plan their Social Responsibility practices accordingly. Through partnership and good governance, under a layer of social responsibility, higher education can offer solutions to the greatest challenges. Social responsibility ought to be embedded into the core values and functions of universities' practices at each level. Sustainability reporting in higher education is still in its immaturity considering quantity and quality. Universities becoming more corporatized commercialised. It has to be a purpose of the Universities that development of young people means creating a high level of awareness about the need of people involvement in solving social problems and it is also a requirement for Universities to contribute to the promotion of CSR, resulting in graduates as future manager and employee with improved capacity with the consistently approach USR. In current scenario some universities has incorporated the principle of sustainable development into its vision and mission and define itself as being responsible for helping society to become more sustainable and Some Universities mostly focus on social dimension of Social Responsibility as they are not much aware about the concept of CSR. Social Responsibility is becoming a tool to compare Sustainable Development activities among different universities and may aid in selecting the best universities for funding. Universities should fulfill their social responsibility by covering a number of key points that relate to institutions and their programmes. At the institutional level, the mission must reflect the institution's commitment to its community, including key concepts such as sustainable development, human development and social responsibility. The mission ought to be designed and reviewed supported the current and future desires of society.

VIII. RECOMMENDATIONS

Universities should disseminate the culture and awareness of SR among their students by organizing large-scale campaigns, create positive attitudes among students' public opinion through the dissemination of successful efforts and their positive impacts. Universities should allocate compulsory and optional courses of SR through which the student recognizes the correct concept of SR and its dimensions and future effects on the individual and society, together with linking them to sensible field application. The universities ought to target this facet through attracting staff members, who are outstanding with in the field of latest disciplines (green); enhancing ethical values, work ethics, commitment, sense of belonging and sense of responsibility among faculty through conferences, meetings, workshops, etc., Universities should encourage staff and students to undertake USR initiatives with the supply of various incentives, rewards, recognition etc., Academics acquire a specific significance in their ability to influence the intellectual level of students, and in effecting their duties and responsibilities in the best manner in education, academic research and community service. Through academic evaluation or promotions; encourage academics to cultivate the values of conserving the different resources (water, energy, paper) in the students' minds inside and outside the university. Volunteer programs, internships, and green initiatives, blood donation camps, road shows etc are the limited opportunities provided to students at the universities so the scope of USR initiatives should be increased. The discovered lack of exposure to activities of USR and knowledge on environmental conservation need to be addressed. To help universities achieve SR in a highly professional manner, it is essential that such educational institutions should discharge their responsibility on the base that ensures permanency, majority, completeness and continuity.

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